

Carol Coles

From: Carol Coles
Sent: Wednesday, July 18, 2012 4:52 PM
To: *everyone; _Council Members; Andy Rieger; Eddie Sims; Jane Cannon; Joy Hampton; Norman News; Oklahoma Daily; OU Nightly
Subject: Water Conservation - Be Water Smart

City of Norman
201 West Gray
Norman, Oklahoma 73069

Press Release

For Immediate Release

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Water is a valuable resource in Oklahoma. Using our resources wisely will help us fill the needs of people, industries, businesses and farms, while also keeping fish and other aquatic life alive and well.

The City of Norman's Water Department has been pumping over 20 Million Gallons per Day (MGD) for over 21 days so far this summer. Compare this with a normal wintertime usage of about 10 MGD and you can see the water treatment plant facilities are stretched to the maximum.

So far this summer, the City of Norman has not had to purchase emergency water from Oklahoma City (OKC). However, with the continued increase in demand, and the strain on our facilities, purchasing water from OKC may be inevitable. The rate for OKC emergency water has increased over 8% in the last two years making it \$4.84/ 1,000 gallons. Norman's regular commercial water rate is \$2.10/1,000 gallons. So, purchasing emergency water is becoming more expensive.

Water conserving steps to consider:

- Odd/Even water rotation (voluntarily). If your street address ends in an odd number, only water on odd numbered calendar days. If your address ends in an even number, only water on even calendar days. This significantly reduces the 'peak' demand on the water system and encourages deep root growth for your plants and lawn.
- Adjust your sprinklers to make sure you are not watering the sidewalk, driveway or other areas that do not need watering.
- Do not water between 9:00 a.m. and 6:00 p.m. This is the hottest part of the day when up to 40% of the water can be lost to evaporation.
- Use mulch. A thick layer of mulch around your plants helps keep the ground insulated from the

sun and retains moisture better.

- Some experts estimate that 50 percent of water is lost due to evaporation and run-off. Irrigation professionals can install, audit or upgrade your system to save up to 9,000 gallons each year. Technology also is available to ensure that sprinkler systems are on their best behavior and allows systems to water according to weather and shut off in the rain.
- Not interested in an irrigation system? Purchase an inexpensive hose timer to avoid over-watering. Soaker hoses are also a great option for avoiding evaporation due to wind.
- Wash only full loads of dishes or clothes.
- Refrain from washing down any sidewalk, walkway, driveway, parking lot or any other hard-surfaced area.
- If you use a low-flow showerhead, you can save 15 gallons of water during a 10-minute shower.
- Every time you shave minutes off your use of hot water, you also save energy and keep dollars in your pocket.
- Nearly 22% of indoor home water use comes from doing laundry. Save water by making sure to adjust the settings on your machine to the proper load size.

Water conservation—using water efficiently and avoiding waste—is fundamental to ensuring water availability in the future. In order to protect our water supply, everyone can practice conservation. In our businesses, schools, and homes, using water more efficiently will lessen the effects of limited water supply.

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